CANADIAN MOVING PICTURE
Digest

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Why Pass The Buck?

THE development in connection with the Amusement Tax in Ontario, should not surprise the Film Trade, nor the Public, both who may have excellent memories, with which to recall public statements, previously made, in connection with the Federal Amusement Tax, and statements made by Public and Government officials, as those relate themselves to a Provincial and Municipal Amusement Tax, based on the possibility of an elimination of the Amusement Tax from the Federal Government's Budget of Taxation.

There have been many arguments presented for and against the continuance of this Tax, by the Federal Government, a reduction of this Tax, arguments for and against the introduction of a Provincial, or Municipal Tax on Amusements, and the strongest argument, in our opinion, is that it is a discriminatory tax, imposed on one industry and for a National Service.

It provokes the questions, "Are Hospitals a National Need to meet a National Service?" "Is Health important to a Nation?" "Is Health as important as education, as good roadways, as electricity, as heat, as light, as housing?"

What is the business of Good Government, in maintaining the status of a Nation? Has it any relationship to the stamina of a nation, which requires good health? Has it any relationship to the spiritual quality of a nation, which indirectly and directly promotes freedom of worship and places of worship? Has it any relationship to the Mental Stimulus of a nation, by providing educational grants, institutions for learning, and reverting to the Health obligation, provides Recreational Centres, Playgrounds, Sports?

We collect taxes, in a nation, to be Healthy, Wealthy and Wise, all of which are co-related, and branches of one trinity. One must be wise to be healthy, healthy and wise to be wealthy. All of us receive the benefits of such a healthy, wealthy and wise policy, which sends its veins and arteries into the hospitals where we are born, into the home, or dwellings in which we live, into the offices, or factories where we work, into the schools and places of worship, where we learn to think and learn to pray, into the channels of trade and commerce.

Whatever is Good for the Nation is the Responsibility of the people, not some of the people, but all of the people. If provision for this Good must be made through taxation, then it should be Universal Taxation, met by all of the people, for the Good of all of the people. For the Good of all the people there should be no segregated taxation, paid by a segregated public, or a selected Industry, or Enterprise.

We have been told that our Government, Federal, Provincial, Municipal, is not adequately supporting our Hospitals, which provide a Vital and National Service. When we are at War, Health governs our Voluntary and Conscript Service; we handpick our volunteers and conscripts, we screen them for health flaws, we know how much the Winning of a War depends on healthy fighters, we know what it means to have plagues and epidemics, we know what it means, in relationship to Man-Power, to have healthy workers. Knowing these necessities, why are not our Hospitals sufficiently and adequately provided? Why must they pass the buck, and seek to make such provision through an unfair taxation on a selected Industry?

—EDITOR

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277 VICTORIA STREET · TORONTO

Varied Product Offered By Alliance During 1948

Alliance Films Ltd has acquired from Favorite Films Corp., for whose product Alliance is exclusive Canadian distributor, the following list of pictures: "Topper", starring Cary Grant, Roland Young and Constance Bennett, "Merrily We Live", with Constance Bennett and Brian Aherne; "Our Rlations", a Laurel & Hardy comedy; "Kelly the Second", featuring Patsy Kelly and Maxy Rosenbloom; "Two Muggs From Brooklyn", with William Bendix; "It Happened Tomorrow", starring Linda Darnell and Dick Powell; "Hangmen Also Die", with Brian Donlevy and Dennis O'Keefe; "Matinee Scandal", featuring Ida Lupino, Francis Lederer and Roland Young. Also included in the distribution deal are 16 Hal Roach "Streamliners", including "Gaiety", in Technicolor, which was formerly entitled "Fiesta".

Still another feature is "Gaslight Follies", presenting a series of old-time stars and features, including "East Lynne" and "The Drunkard". A Mary Pickford-Jesse Lasky reissue, "Daring Desparadoes", starring Ida Lupino, Leo Carrillo, Nino Martini, and produced by Mamoulian, will also be available for early showing.

Alliance Films will also release seven operas in English, French and Italian. Foremost amongst these are "Lucia di Lammermoor", featuring Tito Gobbi and presenting the Royal Opera House of Rome orchestra and chorous; "William Tell"; "Marriage of Figaro"; "Carmen"; "Fra Diabalo" and "Don Pasquale". The seven operas are narrated by Olin Downes, famous commentator.

In addition, Alliance Films has secured four Italian pictures, starring Beniamino Gigli, with arias and scenes from all the famous operas. The French production of "Barber of Seville", featuring the orchestra ond chorous of the Paris Royal Opera House, is also available. "Cavalcade of Opera", introducing 40 arias from internationally famous operas, will be offered later in the year.

Canadian distribution rights have been acquired for the "Borneo" and "Congorilla" show, filmed by, and featuring Mr. and Mrs. Martin Johnson. Lowell Thomas, famous newscaster, is the narrator.

Finally Alliance Films has purchased the rights to George Eliot's immortal classic, "Mill on the Floss", starring James Mason, Geraldine Fitzgerald, Frank Laughton, and an all-star British cast.

« Capital Story »

By WILL McLAUGHLIN

FOLLOWING a Holy Week slump which affected practically all the first-run theatres and most of the neighborhoods, business picked up rapidly after Good Friday to give the money-changers one of the best workouts they have had since the coming of Spring. Government offices closed down on Friday, and, although offices re-opened Saturday morning, many thousands of Civil Servants were given the long week-end, which always means big attendances at the cinema theatre. Several of the Uptown houses, and most of the neighborhoods, staged special pre-Easter Monday "midnight shows" to splendid business.

* * *

Three local theatres tied in with Michael Redgrave's appearance on the Capitol Theatre stage in "Macbeth" by playing films starring the English actor, day and date. The Centre presented the Universal - International release, "Secret Beyond the Door", in which Redgrave is starred with Joan Bennett. The Glebe played "Fame Is the Spur", and the Elmdale "The Captive Heart", both Old Country productions featuring the actor.

* * *

John Kurk, in Ottawa for a short term as manager of the Imperial Theatre, was transferred over the Easter week-end to the Midtown in Toronto. Other changes announced by Nat Taylor, president and managing director of 20th Century Theatres, operators of five houses in the capital city (including the Little Elgin), saw Frank Paul moving over from the Victoria to the Imperial, and Ted Smiley from the Elgin, where he was assistant to manager Ernie Warren, to the management of the Victoria. Ernie Taylor also moved up from the Imperial to the Elgin as assistant manager to Ernie Warren.

* * *

Ray Tubman, manager of the Capitol Theatre and division supervisor for Famous Players Canadian Corporation, was in Toronto recently on company business.

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First Ottawa showing of the French-made film, "Golgatha" a portrayal of the last days in the life of Jesus Christ, drew more than 1,200 person to Chalmers United Church last Sunday evening. Reported to have cost $1,000,000 to produce, "Golgatha" has a cast of thousands and all-English dialogue. Restrictions upon the production disclose that it may be shown only in churches, parish halls and schools, and that the name of the actor playing the part of Christ must not be released for publication.

Seen about the theatres and around the Lord Elgin Hotel recently was George Degnon, director of publicity for RKO-Radio Pictures in Ontario and Quebec. George was in town in connection with advance publicity on "The Secret Life of Walter Mitty", "Out of the Past" and "Fantasia", which have been booked into the Capitol, Regent and Little Elgin theatres respectively.

* *

Omer Pacquin, manager of the Francais Theatre for 15 years, died in hospital on Sunday morning, March 21st, as a result of burns suffered 16 hours earlier when a cigarette lighter set fire to his clothes. The late Mr. Pacquin, an invalid during the past several years, was a brother of Donat Pacquin, well-known Ottawa and Hull theatre owner and exhibitor.

* * *

The Little Elgin Theatre, which has been playing to the over-flow from the main auditorium of the dual-house, has inaugurated a policy of its own. First presentation under the new booking arrangement is Walt Disney's "Fantasia", which opened on Thursday, March 25th.

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At the Easter Monday morning cartoon shows for children, which have become traditional at Famous Players' Capitol and Regent Theatres, manager Henry Marshall, of the Regent, played host to the Junior Traffic Cops.

* * *

Theatre managers throughout the Dominion should make a note of the following on their office calendars, Monday, June 7th, has been fixed for the official celebration of the birthday of the King. The proclamation fixing the date is contained in the current issue of the Canada Gazette.

* * *

Pierette Paquin successfully defended her title of junior lady champion of the Minto Skating Club for the fourth time during th annual competition of the famous club which cradled and eventually brought forth, the world's figure skating champion, Barbara Ann Scott. The 17-year-old Pierrette, who is the daughter of Donat Paquin, well-known Ottawa and Hull theatre owner and exhibitor, is now in Calgary, where she is entered in the competitions for both the junior and senior Canadian titles.

ASSISTANT MANAGER WANTED

for new Biltmore Theatre in downtown Toronto. State experience. All replies held in confidence.

BILTMORE THEATRES
54 Wellington Street West
Toronto, Ont.

RAY PRESENTS

A STATEMENT has been made by a Hospital Authority, that should the Federal Government relinquish the Entertainment Tax, and the Provincial Legislature of Ontario carry through its recent legislation, imposing the Entertainment Tax, such revenue, from such taxation, will not provide a sufficient fund to meet the Hospital Needs. Where then are the Hospitals to obtain the necessary funds to give the public the service which it demands and expects?

Is the Entertainment Field to be asked to provide special benefit shows? Is the deficit to be met by private subscriptions, by public drives and campaigns? Is it to be met by Government grants? From what revenue is the Government to make its Government grants, and utilizing such public revenue, will not the people who have contributed, in their Amusement Taxes, pay twice for the same Service, this being double taxation, while other members of the public only pay once, or have single taxation?

BARBARA ANN SCOTT made Canada International conversation, because she came back with a Championship Award in Sports. If one of our farmers had sold millions of bushels of wheat, he would not have made International conversation, and Canada would not have given him such homage. Are the Recreational Facilities of this Country a necessity, or a taxable luxury, when, as a result of such competition, Canada becomes front-page news and millions of people are stimulated to visit Canada, and to trade with Canada? Are the Motion Picture facilities, which joined Radio and Press in publicizing the Barbara Ann Scott event, a luxury, or a National Service and for such National Service should this Industry's patrons be specially selected for Taxation?

Why do not our Governments provide funds to promote untapped resources into productivity, utilizing the revenue from such enterprise for National Services? If we can run the business of Light and Power, we can operate other national utilities of a similar nature and use our profits for public service. What do we, in Toronto, do with the profits held in reserve by our TTC? When we build good highways, does this not benefit the Motor Industry, as well as the people, but I am not familiar with a special tax, imposed solely on the Public which drives a motor car, which would be utilized exclusively for building Highways and Good Roads. The gasoline and oil tax is not an exclusive tax for owners of cars.

I HAVE a suggestion, in lieu of the Entertainment Tax. Why not permit the theatres to open on Sunday, after morning Church Services and designate the receipts for this Sunday showing, from all Entertainment presented, and for which admission fees are charged, for the Hospital Fund? They say, "The better the day, the better the deed". If Sunday becomes Hospital Day, is this not a religious impulse and very much within the nature of Charity?

There is no use arguing that the Entertainment Tax is not a Tax on Entertainment, but a Tax on the public. We know that Prohibitive Tariffs, Luxury Taxes, are set for specific purposes, to help production within a country, as this relates itself to High Tariffs, to limit importations and reduce public spending, as this relates to imports and luxury buying.

Therefore, a 20% tax on Entertainment may not have been an obstacle in relationship to the purchase, by the public, of Entertainment, during a "lush era", but during "squeeze years", such a Tax is felt by the public, and will be felt by those who operate in the Entertainment Field through decreased attendance.

I SAW the Paramount picture, "Where There's Life", starring Bob Hope. It combines mystery, drama, comedy, for where Hope is, there must be comedy. This is a picture which is 100% Entertainment, and behind all the comedy, which is at times riotous, there is plenty of thought-ammunition to stir your imagination.

Anita Colby, having now left Toronto, after an arduous day and night spent with the press and Film Trade, climaxed by a dinner, where she was introduced to the Famous Partners, Executives and Associates, gave us a glimpse of the work involved in the purpose of her visit. Assistant to the Paramount Studio Manager, Henry Ginsberg, Anita Colby is a rare person, combining beauty and brains, a keen business sense, a sense of humour, a capacity for work and an amiable and winning personality.

Anita gave a short sketch of Paramount Pictures, in production, and ready for release. She outlined breezily and thoroughly, publicity campaigns and tie-ups. She told us of stars and starlets in the Marquee making; she told us of the press plans in respect to Jasper Park, where Canadian and American representatives of the press would meet for a premiere showing of "The Emperor Waltz", the most of which production was shot in Jasper Park.

ANITA COLBY invited questions, and conspicuous among the questioners was Herb Allen. Gordon Lightstone was on hand to step into the picture when the questioners were disposed to start a Debating Forum. It was quite an unusual and informal event. Anita told us that Paramount Pictures had, for several years, provided the best product, and while the Film Trade had Paramount, they always had hope, in addition to Bob Hope. She said, that in our business, the production of consistently good pictures went in cycles, it might be one particular Trademark for our cycle, another Trademark for another cycle, but this cycle belonged to Paramount, and interestingly, the Film Trade assembled agreed with her, which made Gordon Lightstone, Canadian General Sales Manager of Paramount Pictures, smile happily. One important buyer said to Gordon, "We agree with Miss Colby, but not with your percentage terms". What could Gordon say, when Miss Colby laughed so heartily and with the exhibitor? He laughed with them both and said, "Tonight's tonight, tomorrow is a different story".

Charles Mavety came into The Digest office and sold me a ticket to the Canadian Picture Pioneers Stag and Smoker, for members only, which takes place on Tuesday, April 6th, in the Yellow Room, King Edward Hotel. Since there is only one woman member of the Canadian Picture Pioneers, which is myself, why are the Canadian Picture Pioneers having a Stag and Smoker Party, unless the one member is to be excluded. If excluded, why did Charles Mavety sell me a ticket? Now, I remember, that Charley had a broad grin on his face when he sold me that ticket, but I am going to fool him. I cannot let you in on my comeback, but after the Stag, you and I will enjoy our little joke together.

PHIL ROSEN, veteran and pioneer Hollywood producer, who recently completed "Sins Of The Fathers", in Canada, is still in the Toronto General Hospital, and would like to have some of our Film Trade members visit him, I'm sure. It is pretty lonely, lying in a Hospital,

(*Continued on Page* 6)

Toronto and District

By BILL PRESS

COL. JOHN A. COOPER, secretary of the 16 mm. Motion Picture Distributors Association, has been experiencing a lively time in pressing for consideration of the Dominion government in the matter of the renewed embargo on imports of 16 mm. projectors which went into effect March 22nd as a dollar-conservation measure under the Emergency Import Control regulations.

The 16 mm. people believed they had a case because of a grouping of narrow-gauge projectors with scientific instruments for educational institutions and churches under Item 696 of the Customs schedule, which provided duty-free importation when of a class or kind not made in Canada. But on March 12th, David Sims of the Customs and Excise Branch, ruled that Item 696 was not applicable to 16 mm. projectors because it was found they were being produced by the Northern Tool and Gauge Co. Limited in Eastview, Ont. Thus the import became effective March 22nd, with the exception that 16 mm. arc projectors are not made in Canada and can still be imported, according to Col. Cooper.

Incidentally, Col. Cooper sees a great future in the Dominion for the use of 16 mm. films in school classrooms, churches, halls and even theatres. And it would not be surprising to see the larger manufacturers of 16 mm. equipment in the United States open up branch factories in the Dominion to take care of increasing demand. In the meantime, the Canadian authorities are prohibiting the importation of 16 mm. lamp projectors under the austerity program, with 35 mm. projectors being imported on a quota basis.

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With rivers in flood all over Ontario, the Provincial Hydro-Electric Commission naively announced that interruptions to the electric service to conserve power because of the water shortage were no longer necessary.

NAN BLAKSTONE

singer of intimate songs, and her "all-star" revue, have been wowing Toronto night club patrons, and are being held over for a second week in the Indigo Room of the Barclay Hotel.

John Kurk has been named manager of the Midtown Theatre, Toronto, by 20th Century Theatres, being transferred from the Imperial in Ottawa. Kurk, who was only recently married to an Ottawa and Chatham girl, was previously manager of theatres in Toronto and Sudbury. Al Perly, former manager, is the new manager of the Biltmore, first-run Toronto downtown house, which will open on April 15th.

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Malcolm McCammon has been appointed assistant manager to Len Bishop at the Tivoli Theatre, Toronto, following the promotion of Bill Falls as manager of the new Nortown, first Famous Players' postwar theatre.

* * *

The death occurred at Sudbury, where he had resided for 25 years, of Edward (Ted) Reed, former orchestra conductor at Shea's and the Royal Alexandra in Toronto and the Capitol, Sudbury. He served as bandmaster of the Peel Regiment in the First Great War, was conductor of the orchestra with the Dumbells which toured across Canada many times and organized the Nickel District Silver Band at Sudbury. Burial took place in Toronto March 20th.

* * *

Jules Lapidus, Warner Brothers Eastern and Canadian Division Sales Manager, was in Toronto for a short time last week on a business trip.

* * *

In addition to promising an exhibition-control system for adult entertainment features, Chairman O. J. Silverthorne of the Ontario Theatres Inspection Branch is understood to have adopted the policy of ordering theatres to be closed from one to three days for infractions of provincial regulations apart from court sentences. Chairman Silverthorne has threatened to invoke the permit plan for theatres so that exhibitors would not be able to book adult pictures following failure to advertise them as such.

* * *

The Canadian Chamber of Commerce has demanded that the Dominion government take positive measures against Communists in federal film, radio and other public services.

* * *

The Christie Theatre on St. Clair Avenue is the latest Toronto house to announce a give-away policy, the premiums being silverware. A stage show is also being offered each Wednesday night at the Grant Theatre at Oakwood Avenue and Vaughan Road. The Eastview in Eastview, Ont., owned by Terry Lewis, has been added to the list of premium theatres with offers of silverware.

The Canadian Moving Picture Digest

Entered as Second Class Matter

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Word has been received in Toronto that J. Arthur Rank, British film and theatre impressario, will not be visiting Toronto during the course of his present visit to this side of the Atlantic. It had been anticipated that Rank, with his chief lieutenant, John Davis, would be holding conferences here with his Canadian executives, as he had done on two previous occasions. Hon. J. Earl Lawson, president of the J. Arthur Rank Organization of Canada Limited, is making a trip to the States to confer with the British trade chieftain instead.

* * *

Wolfe Cohen, former executive in the Toronto film colony, has added to his world-wide travels as vice-president of Warner Bros. International, by a business trip to Manilla, capital of the Phillipine Islands.

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A start is to be made, this spring, on the construction of the Variety Village under the sponsorship of the Toronto Tent of the Variety Clubs of which J. J. Fitzgibbons is chief barker. The site in the Eastern suburbs of Toronto, which was donated by the Ontario government, has been given a valuation of $150,000 for the 11½ acres, according to Premier George Drew. The Toronto Variety Club has the funds with which to carry out the construction of the buildings for use as a vocational school for Ontario crippled children and also as a summer camp.

* * *

Douglas Peacock, of the National Film Board was in Toronto to confer with officials of Columbia Pictures of Canada, which distributes the "Canada Carries On" series.

* * *

For the engagement of "I Know Where I'm Going", manager Claude Hunter of the Odeon at Peterborough, had his assistant manager, J. A. Davidson, and the usherettes, all dressed in Highland costume — but did not put on the kilts himself. For a ballyhoo he had a pipe band march to the theatre and into the orchestra floor.

"Palestine" Short Banned By British Army Command

There is a report that British Army Commanders have banned the exhibition, to British servicemen, of the film, "Palestine", produced in J. Arthur Rank's "This Modern Age" series.

"Palestine" is officially accused, by British Army authorities, of showing bias; that the subject may prove offensive to the British soldier in England and abroad; that it presents a false picture of the present day Palestinian problem because of recent developments.

The Rank Organization stated on March 11th that "the film was originally seen by High Commissioner Sir Alan Cunningham and other high officers of British government and service departments. It was highly praised for its objectivity. There have been complaints from Arab and Jewish sources; but only because we had favored neither side unduly".

There are many excuses for the ban, one is that the film does not show the extent to which the British administration of Palestine has benefitted Palestine from a viewpoint of maintaining law and order and in material contributions.

Another ground for the ban is that no effort is made to show the point of view, or to bring out that Arabs, Jews and Christians have, until now, lived amicably together in Palestine for some 1000 years.

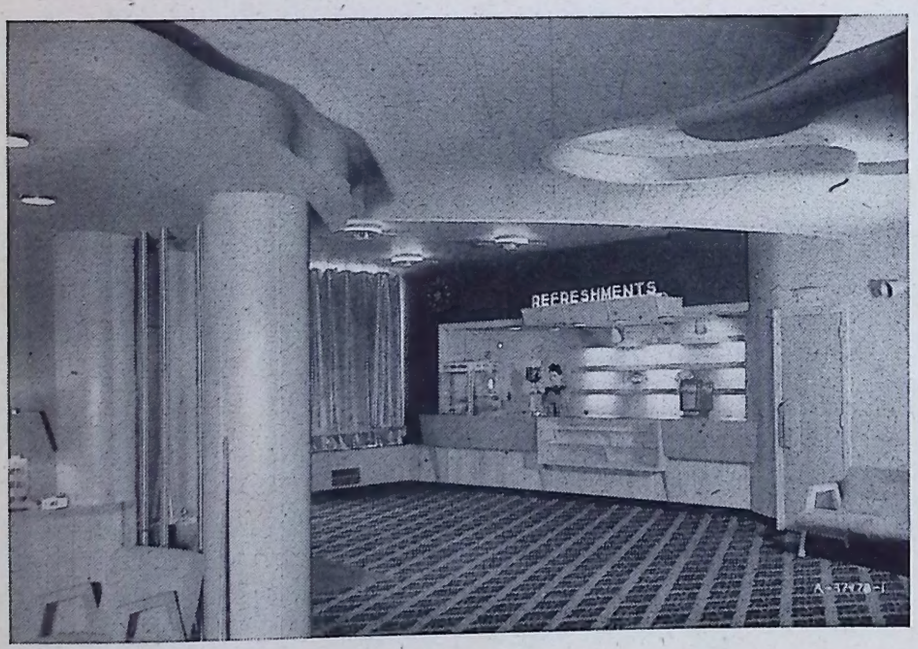
The British Administration of Palestine has only been in operation since World War One, which involves only a half of a Century. What kept the peace between the Jewish, Christian and Arab populations for the other 950 years?

Still another ground for the ban, and this one will, we feel, receive very, very little sympathy. It is claimed that the Mufti of Jerusalem is villified, notwithstanding the fact that he will be returning to Palestine in the near future and that his attitude is, if only nominally, friendly to Britain.

The Mufti is as friendly to Britain today as he was during the War; his capacity for friendship is patterned after his late friend, Herr Hitler. Why the Mufti was not tried as a War Criminal may be found in The Riddle of the Sphynx, with good reason for rhyming, we add, his record during the War, stinks!

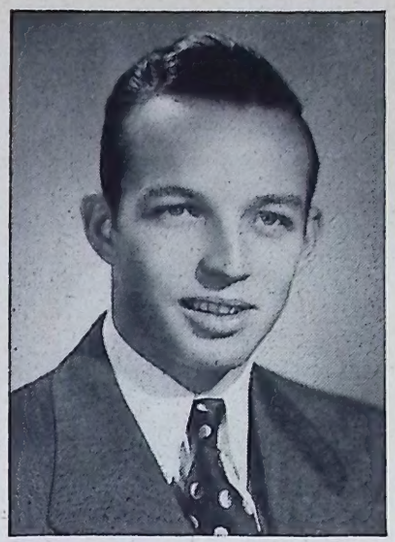
Aside from this particular ban on "Palestine", nothing worse can happen to our Industry, than the banning of pictures because certain groups feel that the subject matter is not acceptable to them. We have Censor Boards for that purpose, and if the Motion Picture is not to be permitted to present a subject, irrespective of political changes, or different or contradictory viewpoints, we had better start to produce without an idea, by producers without an idea, and for a public which has a one-track mind.

NORTOWN INTERIOR SPACIOUS



The Nortown Theatre, Famous Players' first post-war theatre, opened recently. Pictured above is an interior scene, which illustrates the modern architectural structure. Great care was taken by the F-P architectural staff, under the direction of Jules Wolfe, to make the candy bar and lounge an integral part of the spacious foyer.

NEW PRESIDENT



JACK FITZGIBBONS

Newly appointed president and general manager of Theatre Confections Ltd., a wholly owned Famous Players' subsidiary. He was formerly president and general manager of Hollywood Confections, prior to its recent merger with Theatre Confections Ltd.

Built Last Year Star Theatre Burns

The Star Theatre at Lewisville, near Moncton, New Brunswick, suffered $50,000 damage in a fire which razed it to the ground last Sunday. Only built last year, the theatre was owned by Jake Mark and was operated by Nathan Fielders.

In the past month there have been several major conflagrations in Maritime theatres, despite increased inspection and care on the part of theatre owners and operators.

Regent Tops Theatres In Gift Book Sales

Odeon Theatres of Canada announce that their award for the greatest sale of Christmas gift tickets over quota in 1947 was won by Neil Main of the Regent Theatre, Sturgeon Falls. Winner of second prize was Brent Kelly of the Oak, Burnaby, and third position was attained by Elliott Brown of the Odeon, West Vancouver. An extra cash award, for the largest sale to an individual purchaser, went to Sam Binder of the Avenue Theatre, Edmonton.

Mike Mandell Salesman For International Films

David Griesdorf, president and general manager of International Film Distributors, has announced the appointment of Mike Mandell as salesman, effective March 15th. Formerly associated with Columbia pictures in Winnipeg and Calgary, Mandell joins International Film Distributors in Winnipeg, where Phil Geller is branch manager.

J. Arthur Rank Presents

MARGARET LOCKWOOD
DENNIS PRICE IAN HUNTER
JOAN GREENWOOD
in

THE WHITE UNICORN

A good 'woman's picture' is a spring tonic for the box office.

Also available for April booking
THE ROYAL WEDDING PRESENTS
as filmed in Technicolor at
St. James Palace, London

An EAGLE-LION Release

IT'S A PROBLEM!

"Wire Eagle-Lion now for booking on the next Royal Wedding. I'm the sucker that didn't play the last one. P.S. — He was smart. Eagle-Lion has the Royal Wedding Presents in Technicolor coming immediately."

RAY PRESENTS

(*Continued from Page* 3)

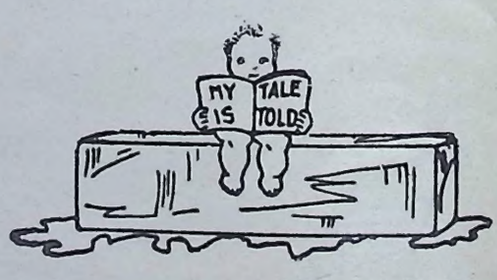
miles away from home and friends. I hope that some of the members of our Canadian Film Industry remember to visit him.

"Gentleman's Agreement" has been held over and is now in its fifth week at the Eglinton and Tivoli Theatres, Toronto. Academy Awards may mean prestige, a balm to the producer's Ego, but they, also, have Commercial Value and the Public recognizes the distinction of winning an Academy Award.

The U.S. press reports that if a "Military Crisis" arises, the Entertainment industry can, on short notice, be put on a wartime footing. President Truman last week made a plea for a revival of selective service until military training becomes operative.

THE USO in the United States, after being given an honorable discharge at the beginning of this year, was advised that there was a proviso in connection with such discharge, that in the event of a national emergency it would return to active duty. We, in Canada, were told, in connection with our Canadian Motion Picture War Services Committee, not to disrupt our organization, the result of which advice, was the changing of War Services to National Services, for the Canadian Motion Picture Industry's War Services Committee.

Milton Kramer, Foreign Supervisor for Selznick Releasing Organization, advises that his company is arranging foreign distribution through partner affiliates. The European distribution provides for complete sales control by SRO, but with local partners, the latter who know their respective territories and who will operate Exchanges with local staffs. SRO will have its own representative, who will make important circuit deals, local staffs will follow through, but all deals must receive SRO approval, with SRO retaining the last word in connection with all deals. SRO must approve any other product deals handled by local partners. In England there will be no partner set-up, distribution is in charge of Louis Lewis, who will, also, be directly in charge of the distribution. including Great Britain, Europe and the Near East. Managing director for Australasia and Latin America is Manny Reiner. In France, Rene La Frite becomes SRO partner with Jean Divolies as general sales manager.



BOXING SHOW WILL HIGHLIGHT PIONEER SMOKER

Vancouver News

By JACK DROY

AN ultra-modern new Avon Theatre and shopping centre in the 8200 block, Granville St., was started this week by Dominion Construction Co., for the Chechik interests, who now operate the Bay and York Theatres in Vancouver. The centre will contain five stores on either side of the central units. These will be an 850-seat theatre, bowling alley and snack bar. Marble, facia-type neon signs and plate glass will be used for the facade of the building, which will have a 232-foot frontage. Spot is situated in the best part of Vancouver's residential district and is between two circuit houses, the F-P Kerrisdale, and the Marpole, an Odeon unit. Combined seating capacity at present is 1550.

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Arthur Silverstone, Canadian general manager for 20th Century-Fox, paid Vancouver his first visit since his appointment. Harold Warren, F-P partner from Port Alberni, and Robert Blain, Paramount special representative from Seattle, were also Vancouver visitors.

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The B.C. government has imposed a 3 per cent sales tax on all purchases except food. The tax is calculated to produce $12,000,000, of which municipalities will get one-third for school and hospital assistance. Theatre admissions have not been included, up to the present. This is expected to be clarified shortly. It's figured that the new tax will cost the average family $45 to $60 a year, which they might save by cutting out amusements, the trade here believes. Business is off 30 per cent now from a year ago.

* * *

British Columbia will go on daylight saving time April 25th. A poll on the question in the province indicated the majority of B.C. folks prefer it. Alberta, however, will not invoke daylight saving time this year. Farmers do not like it was the reason given. Daylight saving time is expected to reduce theatre grosses another 10 per cent or more.

* * *

The Vancouver Film Council was mobbed with enthusiasts at its first class on the operation of movie machines. The boys and girls department of the Public Library was filled to capacity to hear D. McCaughey, film distributing official speak on "Types of Film and Care of Equipment". Lessons will be given weekly on the operation of 16 mm. projectors.

Lyle Kinney, assistant manager of the Odeon Theatre at New Westminster, takes over the position of manager at the Oak Bay Theatre, Victoria, replacing Russ McTavish, who resigned.

* * *

The management of the Strand Theatre is picketing itself. A comely usherette, wearing an Orpheum Theatre uniform, is on picket duty outside the theatre, but it's all a gag, the brainchild of Jack Randall, Strand manager. The pretty girl carries a notice stating that the Strand is unfair to other theatres because it has the two best pictures in town, "Man from Texas", and "Red Stallion". The usherette is a Strand employee, in a borrowed uniform. But she's been fooling a lot of labor sympathizers, who stop to offer assistance. Gag created plenty of attention and an excellent week's business.

* * *

Jimmy Davie, manager of R-K-O's B.C. exchange, has announced his engagement to Marge Spencer, secretary to Charlie Ramage of the local M-G-M office.

* * *

The policy of giving premiums is steadily growing among theatres in the Prairie Provinces, particularly in neighborhood and rural situations, because of declining box office revenue. B.C. exhibitors, to date, have passed up premiums and giveaways.

Jack Cooperband, former operator of two Calgary theatres, and the Roxy, Vancouver, is now operating Skipper's Sea Foods cafe in downtown Vancouver.

* * *

Hugh Kavanagh is a new addition to the Odeon-Plaza staff. Hugh, who is 6 feet, 4 inches, is the tallest lad along local theatre row. Helen Balaski of the Capitol has recovered from a severe leg injury. Sandy Arenovsky, of the Orpheum, has resigned to become the shipper at the U-A film exchange here, succeeding Harry Thornton, who moves to E-L.

* * *

Mrs. Sam Custovich, wife of the owner of Sam's Theatre at Mailardville, B.C., is now the manager of the theatre, succeeding Pat Paterneau, who resigned recently.

* * *

The new Island Theatre, at Brighouse, on Lula Island, a few miles from Vancouver's city limits, and built by three war veterans, Ernest Silverton, Bill Thomson and Alec Mundy, is expected to be open in April. It will seat 780 and is the first in the district. Nearest theatre is the Odeon-Marpole, 3 miles away.

* * *

A new and very attractive Candy Bar has been installed in the lobby of the F-P Dominion Theatre. The Dominion is a very popular family theatre and the juveniles are really delighted with the new innovation, Dave Borland, manager, said

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Maritime News

By A. L. FAIRWEATHER

FREDERICTON people are going after fire prevention and panic precautions in a big way. A four weeks' educational campaign has been instituted whereby, at all theatres and meeting places, instructions on fire prevention will be handed out. With the co-operation of W. W. O. Fenety, of the Capitol and Gaiety Theatres, each child attending the two theatres will be given a numbered envelope containing ten instructions, telling what to do in case of fire or other emergency. These the children are asked to take home and read or have read to them. Certain numbered envelopes will entitle the holders to prizes to be presented at the next Saturday's show. Every Saturday, for four weeks, the envelopes will be distributed at the theatres. Clergymen are announcing the plan in their Churches and the pamphlets are to be distributed in Sunday schools, junior clubs, sports arenas and other juvenile gathering places.

* * *

There is to be a new theatre at Alberton, P.E.I. It is being built by F. White. The theatre there at present is operated by F. Leard, who runs the general store.

* * *

Officers elected at the annual meeting of the Maritime Film Board of Trade are: President, Sam Kunitzky, United Artists; H. Cohen, vice-president, R-K-O; Abe Smith, secretary, M-G-M; Reg March, fire marshal, 20th Century-Fox. Credit Committee consists of M. Komar, Warner Bros.; Lew Simon, Columbia; H. Mathers, Empire-Universal. Gerald Hoyt is head of the Benevolent Committee.

* * *

The Mayfair Theatre management is presenting theatre passes to be given as lucky prizes at an entertainment at the Seamen's Mission, Saint John.

"Green Dolphin Street" has been dated in the Capitol Theatre, Saint John, manager F. Harrison Howe, for six days. This film, taken from the popular novel, has had much publicity in magazines. Bookstores, public and lending libraries are displaying the book and a run on the feature is confidently expected.

* * *

As is his custom, G. G. Spencer of the F. G. Spencer Co. Ltd. Chain, had all his theatres closed on the Holy Day of Good Friday.

* * *

Archie Mason of the Capitol Theatre, Springhill, N.S., who is Mayor of that town was in Halifax, recently, attending a meeting of Maritime Mayors, who are arranging for a meeting of Canadian Mayors which will take place in a few months.

George Altman, Toronto, was in Saint John recently, and will return later to arrange for the showings of "Mom and Dad", which has passed the Censor Board, and which will play in many situations in this territory.

* * *

Mrs. Gerald Spencer gave a very fine report at the annual meeting of the Municipal Chapter, I.O.D.E., of Saint John, which comprises twenty-two Chapters and nearly seven hundred members. Mrs. Spencer has kept all Chapters notified of English films and spoke enthusiastically of their excellence. She also praised theatre managers and film exchanges for their co-operation.

* * *

Mitchael Franklin, of the Franklin-Herschorn Chain, paid a visit to Halifax in connection with their new theatre which is being built at present.

Trans-Canada Showing

Use This Information As Your Guide On Release Dates

TORONTO

EGLINTON-TIVOLI
5th week. "Gentleman's Agreement" (Fox), with Gregory Peck, Dorothy McGuire and John Garfield.

FAIRLAWN
2nd week. "So Well Remembered" (E-L), with John Mills, Martha Scott and Patricia Roc.

IMPERIAL
"You Were Meant For Me" (Fox), with Dan Dailey and Jeanne Crain.

INTERNATIONAL CINEMA
2nd week. "Song Of My Heart" (Fox), (Mono.), with Audrey Long and Cedric Hardwicke.

LOEW'S
"Three Daring Daughters" (M-G-M), Technicolor, with Jeanette MacDonald, Jose Iturbi and Jane Powell.

NORTOWN-VICTORIA
2nd week. "Sitting Pretty" (Fox), with Robert Young, Maureen O'Hara and Clifton Webb.

SHEA'S
"Unconquered" (Para.), Technicolor, with Gary Cooper and Paulette Goddard.

UPTOWN
"Naked City" (U-I), with Barry Fitzgerald.

MONTREAL

CAPITOL
"The Upturned Glass" (E-L), with James Mason and Rosamund John.

IMPERIAL
"100 Men and a Girl" (U-I re-issue), with Deanna Durbin. Also "I Stole a Million", with George Raft and Claire Trevor.

LOEW'S
2nd week. "Monsieur Verdoux" (U-A), with Charles Chaplin and Martha Raye.

PALACE
3rd week. "Captain From Castile" (Fox), Technicolor, with Tyrone Power and Jean Peters.

PRINCESS
"Out of the Blue" (Inter'l), with George Brent and Virginia Mayo. Also "Heading For Heaven" (Inter'l), with Stuart Erwin and Glenda Farrell.

SAINT JOHN

CAPITOL
"Slave Girl" (U-I), Technicolor, with Yvonne DeCarlo and George Brent.

STRAND
"Each Dawn I Die" (W-B re-issue), with James Cagney and George Raft.

WINNIPEG

CAPITOL
"Nightmare Alley" (Fox), with Tyrone Power and Joan Blondell.

DOMINION
"The Secret of Stamboul" (Astral), with James Mason. Also "Heartaches" (Astral), with Sheila Ryan and Edward Norris.

GARRICK
"The Private Affairs of Bel Ami" (U-A), with George Sanders, Angela Lansbury and Ann Dvorak.

METROPOLITAN
"It Had To Be You" (Col.), with Ginger Rogers and Cornel Wilde.

ODEON
"Whispering City" (E-L), with Paul Lukas, Helmut Dantine and Mary Anderson.

VANCOUVER

CAPITOL
2nd week. "Where There's Life" (Para.), with Bob Hope and William Bendix.

INTERNATIONAL CINEMA
5th week. "Quiet Weekend" (Inter'l), with Derek Farr and Marjorie Fielding.

HASTINGS
"The Brothers" (E-L), with Will Fyffe and Patricia Roc. Also "Sleep, My Love" (U-A), with Claudette Colbert, Robert Cummings and Don Ameche.

ODEON
"It Had To Be You" (Col.), with Ginger Rogers and Cornel Wilde.

ORPHEUM
"That Hagan Girl" (W-B), with Ronald Reagan and Shirley Temple.

PARADISE
"Ride The Pink Horse" (U-I), with Robert Montgomery and Wanda Hendrix. Also "Campus Honeymoon" (Rep.), with Adele Mara and the Wilde Twins.

PARK-PLAZA
2nd week. "Master of Bankdam" (E-L), with Anne Crawford and Dennis Price.

VOGUE
"The Lost Moment" (U-I), with Robert Cummings and Susan Hayward.

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